APR 1 2 '48

Lyon Upswing

Published for the Dealers of Lyon Metal Products, Incorporated

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Vol. VI | General Offices, Aurora, Illinois, March, 1948 | No. 3

ADVERTISING BOOSTS CONVEYORS

Lyon to Attend Triple Mill Supply Convention in April

Plans for the Triple Mill Supply Convention to be held in Atlantic City, April 26, 27, and 28 are almost complete. This convention is held jointly by the American Supply & Machinery Manufacturers' Association, Inc., the National Supply & Machinery Distributors Association, and the Southern Supply & Machinery Distributors Association, Inc. and offers the opportunity for manufacturers to get acquainted with their distributors.

Lyon booth numbers at Convention Hall will be 315-317. J. M. Olesen, Manager of the Steel Equipment Division and L. B. Rhodes, Manager, Advertising and Sales Promotion, will represent Lyon at the convention and all dealers are cordially invited to attend.

The Convention theme has not been announced but here is a par-

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Dealers Can Benefit With National Sales Promotion

This month Lyon is giving its dealers advance notice on an approaching national advertising campaign featuring gravity roller conveyors. The eye catching two color ad shown on page 3 will run in three of the leading production executive publications during the month of April. Factory Management and Maintenance, Mill and Factory, and Mill Supplies have a combined circulation of over 150,000 potential buyers of conveyors

The readers of these magazines are constantly on the lookout for methods which will cut production costs and reduce man hours. Production men realize that from raw material source to production line to warehouse to consumer, every time an item is picked up and moved there's an added production cost without any increase in the product value. The one way to cut costs that is wide open is to cut the number of handlings, speed up moving time, and save space. Lyon gravity roller conveyors accomplish all three of these cost cutting methods and have the added advantage of not requiring engineered installation. These conveyors can be set up to work anyplace, by anybody, without installation costs.

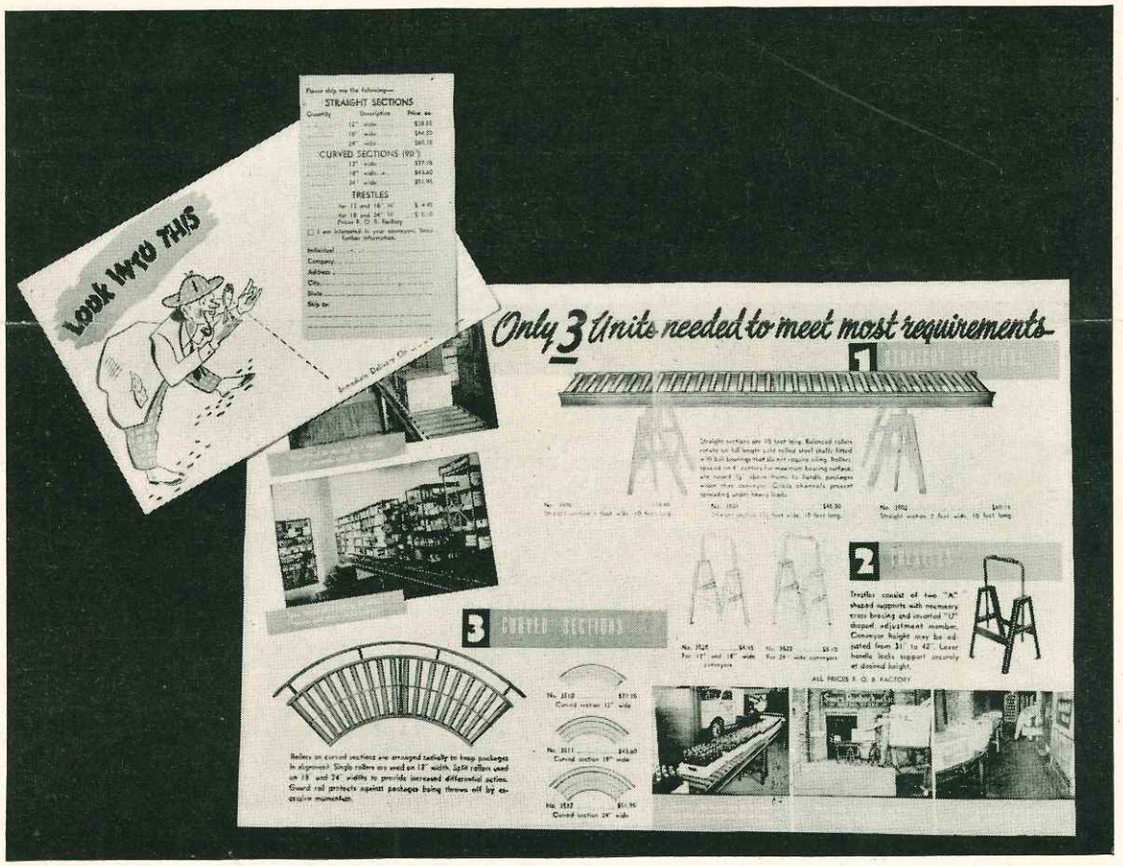
The Lyon conveyor ad hits the potential buyer with the theme that the product is available right now. This is the theme that industrial buyers are looking for and is the most important message in industrial advertising today. Prices are also important to the producer looking for ways to cut costs so they are a prominent part of new advertisement.

A coupon order blank has been incorporated into this ad with space for the buyer to designate the Lyon dealer with whom the order is to be placed. Dealers who see to it that their name is in front of the potential buyer at the same time the national effort appears will, of course, profit accordingly.

Lyon dealers will be able to tie in with this special advertising campaign by sending out the mailing pieces which are available through Lyon dealer supervisors

(Continued on Page 4, Col. 4)

Personalized Dealer Tie In With National Conveyor Campaign



Here is one of the attractive mailing pieces which Lyon offers to dealers. Mailers are printed in color and are sure fire sales getters. Dealers can get these imprinted mailing pieces (with imprinted return card) for only 3 cents each. This conveyor piece is the ideal way for dealers to tie in with Lyon's national conveyor sales campaign.

Lyon Upswing

Published monthly for and with the help of Lyon dealers by Lyon Metal Products, Incorporated.

Editor.....Karl Vehe

Staff Photographer....Graham Engelman

Pictures, news notes and articles are welcome. Send them in care of Upswing, Lyon Metal Products, Incorporated, General Offices, Aurora, Ill.

CONVENTION —

(Continued from Page 1, Col. 2)

tial list of the speakers: Fred Hall, Kiekhaefer Corporation, Dr. Ralph Cooper Hutchinson, President, Lafayette College, Nathan H. Gist, F. J. Tone Jr., Vice President, Carborundum Company, and J. G. Geddes, Vice president, H. K. Porter, Inc.

It is expected that this will be a most interesting and eventful convention and Lyon's representatives are looking forward to meeting as many Lyon distributors as possible.

Conveyors Double As Shelving On Trial Installation

Recently one of our dealers in the deep South came up with an ingenious use for conveyors. The dealer put out on trial six 24" wide conveyor sections with rollers placed on 20" centers to be used as SHELVING. The conveyor sections were set up vertically, three deep to provide a "long parts storage rack" for bolts of cloth.

The customer felt that ordinary shelving would provide too much friction when the bolts of cloth were dragged across the shelves. Conveyors were the answer to this problem and make the bolts quickly and easily accessible.

In installing these vertically placed conveyors the rollers on the first section were one inch higher than those on the second; the rollers on the second section an inch higher than those on the third. This makes the cloth bolts slant towards the rear where a block was placed to keep them from rolling out.

The mill is trying this idea on a trial basis and have said if it proves successful they will place an immediate order for 640 sections.

Lyon at School Convention

Above is the Lyon exhibit at the National Education Association (NEA) Convention held in Atlantic City recently. J. M. Olesen and L. B. Rhodes were on hand during the convention.

Convention Display Features Lyon

A Lyon kitchen installation was shown to advantage at the Texas State Fair by the W.W. Allen Tile Co. of Dallas. The Fair, which was attended by over one and three quarter million people, was held in Dallas last October.

Schools Are Huge Dollar Market In the Making

Dealers on the prowl for markets which offer the opportunity for volume sales of Lyon products are casting a watchful eye on the huge programs planned for the modernization and the building of schools.

The school building contracts let during 1947 totalled 341½ million dollars which is an indication of the scope of the enormous building program which has been forecast for the next decade. The volume of new constructions planned and underway in 1948 promises to exceed the total contracts of 1947.

INCREASED ENROLLMENT SEEN

Next September schools will see an increase of 644,000 children or a total enrollment of approximately 26 million students in elementary and secondary schools.

Lockers, folding chairs, drawing tables, stools, filing cabinets, work benches, and cabinets make up only a partial list of the Lyon steel equipment that can be used in all types of schools.

The need for school construction and modernization is realized throughout the country and from the largest city to the smallest town some sort of a school program, in which Lyon products can play a part, is planned.

LYON DEALER NEWS

Ogden Supply Corporation, Chicago, Illinois devoted a page to Lyon conveyors in their publication, "Outdoor Trails". This attractive booklet is printed in color and carries, in addition to the dealer's advertising message, interesting facts of outdoor life and a three months calendar.

* * *

Penn Auto Parts, recently had a full page in the Tarentum, Pennsylvania paper commemorating their 16th year in business.

* * *

Clark Industrial Equipment Corp., Philadelphia, Pennsylvania has recently published an eight page catalog in two colors. Lyon products dominate this illustrated sales getter.

* * *

A west coast dealer, Appling & Cochrun of Ventura, California has been advertising Lyon steel kitchens in the Ventura County Star Free Press.

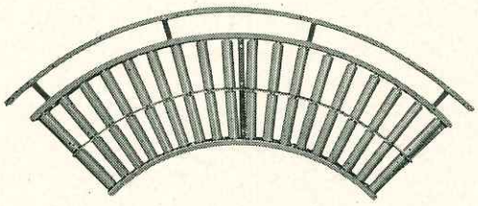
* * *

Ernst Hardware Co., Seattle, Washington has been hitting the idea of Lyon shop equipment for the hobby shop with newspaper ads.

(Continued on Page 4, Col. 3)

CONVEYORS FOR DELIVERY RIGHT NOW!

10 FT. STRAIGHT SECTIONS
12", 18", 24" Widths. See order blank



90° CURVED SECTIONS
12", 18", 24" Widths. See order blank

TRESTLES
For 12", 18" & 24" Sections.
See order blank

USE THIS COUPON TO ORDER OR FOR FURTHER DETAILS

***LYON** Gravity Roller Conveyors—12", 18", 24" widths—10 foot lengths—straight and 90° curved sections—adjustable trestles—easy to install, take down and re-install. Ten-foot sections as low as* **$38.65**

While the limited supply lasts, you can get immediate delivery on these high quality LYON conveyor units. After that we will have to make shipments on an allotment basis.

***SAVE MAN HOURS*—A good, flexible, easy-to-move conveyor system will often pay for itself quickly in man hours saved. No engineering is required. Just put them to work any place in your plant.**

LYON METAL PRODUCTS, INC.

412 Monroe Ave., Aurora, Illinois
Branches and Dealers in All Principal Cities

Lyon Metal Products, Incorporated
412 Monroe Ave., Aurora, Illinois

Please ship the following through your LYON dealer:

10 FT. SECTIONS

Quantity	Cat. No.	Width	Price, Each	Amount
	3500	12"	$38.65	
	3501	18"	45.20	
	3502	24"	60.15	

90° CURVED SECTIONS

Quantity	Cat. No.	Width	Price, Each	Amount
	3510	12"	$27.95	
	3511	18"	43.60	
	3512	24"	51.95	

TRESTLES

Quantity	Cat. No.	Width	Price, Each	Amount
	3520	for 12" & 18"	$4.95	
	3522	for 24"	5.10	

All Prices F.O.B. Factory. Prices subject to change without notice.

☐ Check here for descriptive circular on Conveyors.

FIRM NAME _____

_____

ADDRESS _____

CITY _____ STATE _____

SIGNED BY _____

TITLE _____

Designate the LYON dealer through whom this order is to be placed.

DEALER _____

Above advertisement appearing in April Factory Management and Maintenance, April Mill and Factory and with a change of copy in April Mill Supplies.

FIDDLINGS

We never used to be able to find granny's glasses, but now she just leaves 'em where she empties 'em.

—o—

A real executive is a man who can hand back a letter for the third typing to a red-headed stenographer.

—o—

It is not generally known, but Millard Fillmore, thirteenth President of the United States, gave Samuel F. Morse his earliest and most potent support. In gratitude, Morse named the two Morse code characters after Fillmore's children: for Dorothy, dot; and for Dashiel, dash.

—o—

One marriage in every six ends in divorce, but the other five couples fight it out to the bitter end.

—o—

"Can you drive with one arm?"
"Sure."
"Okay, have an apple."

—o—

At the New York Immigration Office one blank was recently filled out as follows:
Name: Isaac Levy
Born: Yes
Business: Rotten

—o—

I believe that the members of the dental profession are the only men who can tell a woman to open or close her mouth and get away with it.

Dealer Finds New Uses For Conveyors

A Minneapolis dealer recently started to promote Lyon gravity roller conveyors by using the mailing pieces which Lyon prepares for dealer use. The mailing campaign, in addition to showing the dealer the tremendous sales potential in conveyors, uncovered two new and unusual uses for this product.

In one new installation conveyors will be used to unload tires from freight cars. The tire distributor had tried other types of conveyors and decided that Lyon's were the best for this unloading problem. By experimenting with the largest and smallest tires they handle, which are 1100 x 20, 12 ply to 550 x 15, 4 ply; it was found that a 3½" drop for each 10 feet was the proper pitch.

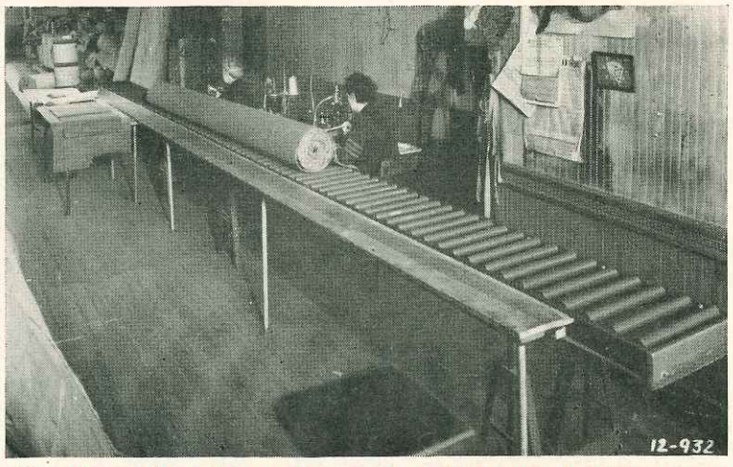
Practically all manual lifting of the tires has now been eliminated. They are pulled off the pile in the car and rolled to the conveyor which rests on the floor of the car.

The other trial installation this dealer has working is in a large rock quarry. The stone blocks are carried on pallets to loading platforms where they are loaded on trucks. This trial installation is for seven 12" straight sections and one 12" curved section. The trial is working and quarry will ultimately require approximately 300 sections.

Dealer Exhibits Lyon Products

Aeromotive Industries of St. Paul, Minn. had this picture taken of their booth at the Engineering Exposition which was held in the St. Paul Auditorium on February 11, 12, 13, and 14. Their display featured Lyon products and Aeromotive reports that the display attracted much attention.

Conveyors For Rug Repairs



This picture shows Lyon conveyors at work in a rug cleaning and repair ing business. After the rugs are cleaned they are inspected for tears and frayed edges and placed on conveyors set up to sewing machine height. The weight of the heavy rugs is handled by the conveyors simplifying and speeding the repairs.

DEALER NEWS —

(Continued from Page 2, Col. 4)

Globe Office Furniture, Philadelphia, is making use of those magic words, "For Immediate Delivery", in their advertising. They recently featured Lyon lockers, drawers, and folding chairs in a one column ad in the Evening Bulletin.

* * *

A Rochester, New York dealer, Lawrence A. Weider & Sons, has been using Lyon's free advertising mats to advantage. This dealer has been running an ad once a week and has estimated a return of four inquiries and two sales per ad.

* * *

S. Rose, Inc. of Cleveland, Ohio recently featured Lyon folding chairs in advertising in the Cleveland Plain Dealer. The effort has produced excellent results.

* * *

An ad on Lyon tool toters and tool stand cabinets which ran in a Sunday edition of the Cleveland Plain Dealer sold six tool toters and nine tool cabinets for the George Whalley Co. of Cleveland.

* * *

Hamilton & Meigs, Inc. of Warren, Ohio recently ran an ad on Lyon kitchen cabinets in the Warren Tribune Chronicle. The ad measured 5 col. by 11¼" and the dealers report that following the ad there were three calls at their place of business during the first hour.

* * *

Mills-Morris Company, Memphis, Tennessee has been advertising Lyon folding chairs. Their ads include prices, copy covering the features of the chairs, and a list of typical users.

CONVEYOR AD—

(Continued from Page 1, Col. 4)

and by putting on a special sales concentration effort within their organization. Dealers can receive help which will tie them in with the campaign by contacting their Lyon dealer supervisor.

All inquiries and orders resulting from this advertisement will be routed through dealers.

"You Furnish the Steel; Lyon Will Make the Product" advertising will continue to play a prominent part in Lyon promotions. The benefits of this promotion have been proven during the past two years and present conditions seem to indicate that the campaign will maintain its importance.

Aurora Visitor

S.J. Mack, president of the M & L Motor Supply Co., St. Paul, Minn. recently paid a visit to Aurora to talk things over with the regional sales mgr.